

FALL 2006



The 42: The Journal of Mt Pleasant Main Street

Mount Pleasant Main Street Newsletter

Issue II

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Our Vision

A Mount Pleasant Street that promotes, reflects and strengthens the neighborhood's unique diversity, rich history, and local art, while providing a safe and clean environment that will allow businesses to prosper, and that will attract residents and visitors to stroll, shop, and enjoy cultural activities.

Mount Pleasant Main Street, Inc. is a 501 ©(3) volunteer organization. Membership contributions are 100% tax deductible. Please be as generous as you can. We will be grateful for your contributions, regardless of size.

Organizational News



Photo by Marlon Menendez - Bancroft Elementary School

2006 has been an extraordinary year of growth and reinvention for Mount Pleasant Main Street ("MPMS").

Building on the organization's traditions, our board, staff and volunteers have worked together to redefine who we are and how we carry out our mission. I am confident we are stronger and more focused today than at any point in the past four years.

Our success began with the infusion of new energy and talent into MPMS's board and volunteer base. Emphasizing the use of social events, we have been able to attract newer residents who want to work to bring positive change to the Mt. Pleasant neighborhood. We initiated a marketing campaign promoting a bold new logo, emblematic of the energy, diversity and hope that MPMS brings to our neighborhood. Our new web site also reflects our fresh new look and attitude and serves as a portal to MPMS volunteerism, neighborhood news, membership and fundraising.

We have been careful not to neglect or forget the importance that ongoing programs like treebox maintenance and

graffiti removal represent in establishing our credibility to residents, merchants and volunteers alike. Graffiti removal is a case in point demonstrating the truth of the maxim "less is more". Continuing our stewardship of Lamont Park and our partnership in the Lamont Park Farmers Market are concrete proof of MPMS's commitment to improving the quality of life for all residents of Mount Pleasant.

That said, we have just begun work on improvements to the physical infrastructure that will make Mt. Pleasant the vibrant day-time/nighttime, weekday/weekend neighborhood business district we envision. And, with the arrival of government-subsidized big box retailers just two blocks from here, we need to work more closely than ever with our small businesses to establish conditions conducive to their prosperity.

That's why the success of our vision for Mt. Pleasant really begins with you. We need your buy in, your volunteerism, your membership and your financial support for MPMS programs. We hope you'll join us in our quest to make our neighborhood the beautiful, safe, and vibrant place we all envision.

-Dominic Sale, President

Membership/Contributions

Become a member of Mount Pleasant Main Street and help improve the lives of its residents and enhance the economic revitalization of its business district.

For more information on how to become a member, renew your membership, or make a special contribution online using Pay Pal or Network for Good, we invite you to visit our web site www.mtpmainstreet.org/members. In addition, you may write a check payable to Mount Pleasant Main Street. The mailing address is 3213 Mount Pleasant Street, 2nd Floor, Washington, DC 20010.

CALENDAR OF EVENTS

December 7th, 2006
Second Tuesday
Third Tuesday
October 2007

Annual Meeting
Volunteer Meeting
Board of Director's Meeting
Fiesta DC

Board of Directors



Dominic Sale, Barbara Hayden, Diego Grajales, Sherrill Berger, Karen Bridgett, Adam Hoey

Mt Pleasant Main Street Board of Directors

Dominic Sale, President
Jeremy Pollok, Vice President
David Womack, Treasurer
Barbara Hayden, Secretary

Executive Director

Sherrill Berger

Member at Large

Ramona Arias
Diego Grajales

Committee Chairs

Economic Restructuring
Adam Hoey

Organization
Adam Hoey (ProTemp)

Promotion
Karen Bridgett

Design
Vacant

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MPMS Business News: Haydee's Restaurant

Haydee Vanegas

(Haydee rhymes with "lady") learned the trade waitressing at Trolleys, now Marx Cafe, before opening her own restaurant in 1990. Haydee's Latin American cuisine features large portions, affordably priced, well-prepared and attractively presented by an impeccably attentive staff. Looking for a family restaurant: Haydee's. A romantic dinner: Haydee's. A neighborhood bar: Haydee's. Check out the music of Los Tigres del Norte on the jukebox; from Sinaloa, Mexico their corridos celebrate outlaw culture along the border. Haydee's plans to attract a broader customer base? "I know people in Mt. Pleasant care about presentation: my #1 goal is to renovate our facade."



Mt. Pleasant Main Street Quiz Question: What Mt. Pleasant proto rock 'n roller bragged, "I walk 47 miles of barb wire, I wear a cobra snake for a necktie, I got a brand-new house on the road side made outta rattlesnake hide, with a brand new chimney right on top made out of human skulls . . ." what was this resident's real name?!

¹Bo Diddley's braggadocio from the song Who Do You Love? echoes the flamboyant American river boat speech of the early nineteenth century; formally Ellis McDaniel, Bo Diddley grew up at 1724 Newton Street, NW.

New Volunteers & Monthly Committee Meeting



Volunteer Beer Tasting, Cathleen Szebrat, Hema Subramanian, Marx Café – Aug 2006

Ramborger for canvassing the main street businesses in order to update our jazzy new bi-lingual business directory due out October 1 at the Fiesta DC event. Special thanks are also extended to Mike McCaffery (Dr. Drupel) for his skills and creativity upgrading our website and to Cathleen Szebrat and Hema Subramanian for organizing a successful beer tasting world-tour at Marx Café. We raised over \$300 which will be used to help pay for our new business directory. Also thanks to everyone that helped prepare for FiestaDC on Oct 1st including our Board Member Diego Grajales and Sherrill Berger for recruiting more businesses to participate in the Festival. Also thanks to Diego Vasquez and Robert Robinson for helping us produce this newsletter and the updated business directories. If you are interested in volunteering please contact us!

-Adam Hoey and Karen Bridgett (Committees Co-Chairs)

Merchant Mixer

In August we conducted our bi-annual Merchant Mixer at Haydee's Restaurant. The event was well represented with businesses which included Curves, Acceso, Alante Financial, Sportsman Liquor and Haydee's. I would like to offer thanks to our guests Alfonso Aguilar and Rodrigo Leiva from Fiesta DC and Scott Hart, the CEO of Affinity Lab and Economic Development Committee Chair from Adam's Morgan Main Street, for sharing his experiences supporting businesses during the Adam's Morgan Day Festival, as well as Haydee Vanegas for hosting us. The goals of the mixer are to make introductions, provide a platform for feedback, and to discuss Mount Pleasant Main Street sponsored events and introduce economic development programs for business retention. The primary agenda item for our last meeting was to provide information and support for the Fiesta DC event and business booth participation. MPMS is committed to assisting the business to participate in community events. Merchant Mixers are typically held at 8:30am at various restaurants on Mount Pleasant Street. We are open to suggestions from our business community to improve the mixer and look forward to the next event in February 2007.

-Adam Hoey (ER Committee Chair)

Façade Renovation



Nine business owners on Mount Pleasant Street are taking advantage of the Latino Economic Development Corporation's (LEDC) Façade Improvement Program, a program funded by DC Government's Department of Housing and Community Development (DHCD). LEDC's Façade Improvement Program provides technical and financial assistance to business and property owners on Mount Pleasant Street to renovate their commercial building storefronts. The Program improves the physical appearance of independent businesses and enhances Mount Pleasant's commercial corridors, making it more attractive to shoppers and new investment. Improvements included new signage, storefront windows, painting, architectural restoration, and abatement of blighting influences such as external riot screens. For more information please contact LEDC- Whitney Shenkman, Project Manager; LEDC (202) 588-5102 ext 19.

The participating properties and businesses include:

Golden Scissors – 3062 Mount Pleasant Street
Mount Pleasant Deli – 3068 Mount Pleasant Street
Ercilla's Restaurant – 3070 Mount Pleasant Street
Ramona's Salon and Day Spa – 3103 Mount Pleasant Street
Yoly's Variety & Boutique – 3107 Mount Pleasant Street
Banagricola – 3120 Mount Pleasant Street
Check Cashed – 3161 Mount Pleasant Street
Pfeiffer's Hardware – 3219 Mount Pleasant Street
Sportsman's Wine & Liquors – 3249 Mount Pleasant Street



Business Tips: Keeping Toasty Warm During Winter

By Todd Pfeiffer, Pfeiffer's Hardware

Good insulating strategy will keep your home comfortable during the winter months, and keep you from dying of fright at your utility bills. First, find and plug all the holes in your house with caulk. Look closely at windows, doors, and walls. Light an incense stick to deduce where the draft culprits are. Put plastic over all windows. Add weather stripping and door thresholds. They now make temporary weather stripping caulk that can come off your windows and doors once the bluebird of spring reappears. Weatherize BEFORE the weather turns chilly, be thorough, and stop by Pfeiffer's Hardware for all your insulation needs.

For more information, visit the National Renewable Energy Lab at <http://www.nrel.gov/docs/fy01osti/28039.pdf> or stop by Pfeiffer's Hardware.

Frame Your Memories

By Barbara Cameron, Boveda

BOVEDA 3165 Mt. Pleasant Street, NW, 2nd Floor; 202.234.2053; bovedatribes@aol.com. Barbara Cameron and Dr. Oswaldo Cameron, D.D.S. (whose dental practice occupies the ground floor of their building) have renovated 3165 Mt. Pleasant Street as one of the crown jewels of Mt. Pleasant Street. Barbara Cameron is a well-traveled woman who has absorbed the beauty and fragility of the world's cultures and, in the textiles, jewelry and artwork she has on offer, shares them with the public.

"Everyone has heirloom textiles, artifacts from foreign travels, old jewelry and beads, antique clothing or home utensils, even feathers and plumage, please don't let them molder away! Take them out, touch them, let them call up memories and try combining some of them together a la a Joseph Cornell or Bettye Saar box. When you get it right, bring them to me and I'll help you put them into a frame format so that those objects and their memories can become a functional art piece to adorn your wall."

Lucchese, Durango, and Laredo!

By Veronica, El West

EL WEST 3167 Mt. Pleasant Street, 202.265.6233, Proprietor: Veronica. "El West is about western clothing for men as well as women. Fall and winter are the seasons when our clothing feels best. Men should check out our lines of Lucchese, Durango and Laredo western boots: they look good with suits, they feel even better with denim and corduroy. In snowy weather, men and women can get traction on frozen ground with Caterpillar boots. We carry Tanner Avenue coats in leathers from steer hide to lambskin. At El West you can always get top quality American and European motorcycle leathers. We feature Native American jewelry and cast silver belt buckles. And, if it's too cold on Mt. Pleasant Street, our travel agency, upstairs, can whisk you away to some sunny place else."



Our Mission

Funded by the Mayor Williams' Restore DC Program, the mission of Mt. Pleasant Main Street is to attract more people to shop on Mt. Pleasant Street by supporting the local merchants while enhancing the physical and economic features of the street. Situated in Ward 1 and ANC 1D, Mount Pleasant is a culturally rich urban village providing residents and visitors with convenient shopping, unique ethnic grocery items, sit down dining and entertainment for young and old alike. Our neighborhood business district in Washington, DC hosts numerous small independently owned businesses that cater to a diverse customer base.



From Graffiti to Graffiti ...

Graffiti

-- the plural of "graffito" -- is an Italian art history term referring to the ancient practice of scratching or drawing words or designs or pictures onto walls and public surfaces. MPMS's Hector Rojas explains removing a large scale graffito -- like the one on Heller's Bakery wall -- discourages "taggers" "They see their work is gone, so they don't come back." Commonly, graffiti along Mt. Pleasant Street will sprout up on mail and utility boxes.

Mt. Pleasant Main Streets latest statistics on the graffiti eradication project is maintained Mount Pleasant Main Street's Hector Rojas:

| | |
|-------------------------------|--|
| LARGE SCALE GRAFFITI REMOVAL: | 30 commercial properties to date |
| GRAFFITI REMOVAL KITS: | 25 distributed to business & bldg owners |
| GRAFFITI REMOVAL TURNAROUND: | 48 hours |
| GRAFFITI REMOVAL CONTACT: | (202) 588-5272 |

... and From Graffiti to Greenery

(The Story So Far: led by Mt. Pleasant's volunteer extraordinaire, Tia Pratt, and MPMS Secretary Barbara Hayden, 50 of the 72 Mt. Pleasant Street treeboxes were planted in 2005 with over 250 hardy liriopie plants ... now read on ...)

MPMS: Tia, what news of Mt. Pleasant's tree box program?

Tia: Well, so far there is good news, more good news - and a challenge. First the good news: fundraising for the program enabled us to keep the 50 treeboxes cleaned, weeded and watered from March through September, 2006.

MPMS: and the other good news?

Tia: Thanks to regular watering and weeding by businesses and residents, the plants doubled in size and produced beautiful purple, spiky flowers. But that growth and a lack of rain this summer require us to water the treeboxes with a truck-mounted tank.

MPMS: How can residents and businesses support the tree box program?

Tia: By taking out an annual membership of \$100 to Mt. Pleasant Main Street, Inc., you'll get credit for a nonprofit tax donation and keep a tree box weed-free and watered for a year. Some boxes need to have plants added and we need donors to continue to adopt boxes and volunteers to keep them clean, weeded and watered.

MPMS: Who should volunteers who want to work on the tree box program contact?

Call the MPMS office at (202) 588-5272 or email mpms3213@juno.com.

Tia: I'd also like to acknowledge the work of residents and businesspeople who keep the tree box project alive.



Business Poll

We want to hear from Mt Pleasant residents about what businesses they would most like to see on our Main Street. Now is the time to voice your opinion. Go to our website <http://www.mtpmainstreet.org/members/projects> to cast your vote now and make a difference in our neighborhood. Also post your comments on your favorite businesses on our street- where do you shop most? Where are the good deals and must have items?

